● Actual color photograph—H. L. Kersey, 14 years an independent buyer, inspects a crop of fine cream leaves.

LUCKIES' FINER TOBACCOS MEAN LESS NICOTINE

Authoritative tests reveal that Luckies' finer tobaccos contain less nicotine than any other leading brand!

Here's the natural result of buying finer, selected cigarette tobacco for Lucky Strike. The average nicotine content of Luckies, for over two years, has been 12% less than the average of the four other leading brands★—less than any one of them.

This fact is proven by authoritative tests which have been confirmed from time to time by independent laboratories.

You see, each year we exhaustively analyze tobaccos before purchase. Thus our buyers can select the leaf that is ripe and mellow, yet mild and low in nicotine content—then buy it up.

The result—a cigarette of finer tobaccos—mild and mellow, with a naturally lower nicotine content. Have you tried a Lucky lately?

★NICOTINE CONTENT OF LEADING BRANDS. From January 1938 through March 1940, Lucky Strike has had an average nicotine content of 2.02 parts per hundred—averaging 9.82% less nicotine content than Brand A; 21.09% less than Brand B; 15.48% less than Brand C; 3.81% less than Brand D.

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Source: https://www.industrydocuments.ucsf.edu/docs/nnyl0000